

Pierce County
Quit Line Data Summary
January 1 - March 31, 2003

	County	State
Number of Calls to Quit Line	N = 514	N = 4,042
Percent of Statewide Calls	15.0%	100.0%
Percent of State Population in County¹	11.9%	100.0%

	County %	State %
Gender	N = 499	N = 3,581
Female	63.1%	62.2%
Male	36.9%	37.8%
Race/Ethnicity	N = 451	N = 3,087
People of Color	14.2%	12.9%
White	85.8%	87.1%
Age	N = 486	N = 3,298
Less than 18 years old	1.2%	1.8%
18 - 24 years old	12.3%	14.6%
25 - 34 years old	25.3%	23.1%
35 - 44 years old	29.4%	27.0%
45 years and older	31.7%	33.5%
Education	N = 483	N = 3,197
Did not graduate high school	20.1%	19.2%
High school graduate	29.4%	32.7%
Some college/vocational school	42.7%	36.6%
College graduate	7.9%	11.4%
Caller Type	N = 510	N = 3,656
General Information	4.1%	9.4%
Health care provider	2.4%	3.2%
Tobacco user	93.5%	87.4%
Payer Type	N = 375	N = 2,529
Insured	41.3%	36.7%
Uninsured	28.8%	29.6%
Medicaid	29.9%	33.7%
Heard About	N = 448	N = 3,148
Past caller	8.5%	9.1%
Employer/worksites	1.1%	0.7%
Health care provider	26.6%	24.8%
Television	10.9%	18.3%
Outdoor advertisement (billboard/bus/wall)	4.2%	4.9%
Targeted mailing	0.2%	0.2%
Great Start	0.0%	0.1%
Radio	1.3%	1.9%
Newspaper/Magazine	0.9%	2.5%
Brochure/Newsletter	16.1%	8.2%
Family or friend	22.3%	24.2%
Health Department	7.6%	4.5%
School	0.2%	0.7%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.